



COLLEGE RADIO CORPORATION

14 West 45th St.
New York 36, N. Y.

May 8th, 1954

Dear Station Manager:

After review of recent program tapes from stations, Lucky Strike has asked us to pass along to you the following suggestions relative to use of the Luckies commercials:

1. In many cases, definite improvement on the part of local announcers is possible in their delivery of "Luckies taste better," etc. At some stations, announcers are instructed to listen to the phrasing of Andre Baruch (on the transcriptions) and Don Wilson (on the Jack Benny show) to get the proper "feel" of the desired Luckies delivery. If this policy is not in effect at your station, we recommend you consider it. There are probably no better examples anywhere of top announcing technique than Baruch and Wilson!

2. Don't allow your announcers to ad lib in the commercials - especially in regard to college survey commercials, inaccuracies were noted in programs from a few stations when announcers attempted to "expand" from their copy. One station, for example, added on its own figures about how many students from its campus contributed to the survey figure; unfortunately, the station's estimate was based on the station brand preference survey, and not on the independent survey to which the advertising copy actually refers. Stick to the prepared copy!

If you have not already submitted the Spring brand preference survey results, be sure to do so before Saturday, May 15th. The Luckies series will not be extended to any station for 1954-5 which does not submit the Spring survey - so get yours in on time! Sample 10% of your enrollment.

Please sign and return to us the enclosed affidavit for April Luckies programs. Be sure to have the form notarized, and to return it to us no later than the 14th. Please also return the sheet attached to the affidavit, and fill in on it the date on which your teletype service is to be suspended for the summer.

All stations were recently notified by postal card of the number of programs expected to fulfill the Luckies contract before going off the air. Be certain you reach the 312-program contract minimum requirement. (Add an extra daily program if necessary). If in doubt about your requirements, get in touch with us at once.

Sincerely yours,

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2. Don't allow your announcers to add in the commercials - especially in regard to college survey commercials. Inaccuracies were noted in programs from a few stations when announcers attempted to "expand" from their copy. One station, for example, added on its own figures about how many students from its campus contributed to the survey figure; unfortunately, the station's estimate was based on the station brand preference survey, and not on the independent survey to which the advertiser copy actually refers. Stick to the prepared copy!

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